

Message Text

UNCLASSIFIED

PAGE 01 JIDDA 04899 021424Z
ACTION NEA-11

INFO OCT-01 EUR-12 ISO-00 EB-08 /032 W
-----006289 022331Z /75

R 021140Z JUL 78
FM AMEMBASSY JIDDA
TO SECSTATE WASHDC 2568
INFO USDOC WASHDC
USDA WASHDC
AMEMBASSY ATHENS
AMCONSUL DHAHRAN
USLO RIYADH

UNCLAS JIDDA 4899

ATHENS FOR RTDO

E.O. 11652: N/A
TAGS: EAGR,SA
SUBJ: ARABIC LABELING, FOOD EXHIBIT

REF: (A) STATE 156256, (B) JIDDA 2354

1. POST INFORMATION REQUESTED REFTEL (A) PARAS 1 AND 2 WAS
FULLY REPORTED IN REFTEL (B) NO ADDITIONAL INFORMATION
REGARDING IMPLEMENTATION AVAILABLE THUS FAR.

2. RE PROPOSED EXHIBIT: IN VIEW LIMITED IMPACT AND MASSIVE
LOGISTIC AND SAG REGULATION PROBLEMS FACING ANY FOOD EXHIBIT
IN SAUDI ARABIA, POST RECOMMENDS FULL BLOWN FOOD PRODUCTS
TRADE MISSION FOR EARLY JANUARY OR MID-MAY 1979, WITH LEHRER
ADVANCE TRIP PLANNED ACCORDINGLY MONTH PRIOR TO
MISSION.

3. LOCAL SUPERMARKETS ALREADY SHOW CONSIDERABLE
AMOUNT OF U.S. PRODUCTS ON THEIR SHELVES. NEW SALES
ARE BEST MADE THROUGH THE MAJOR SAUDI IMPORTERS,
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WHOLESALERS, AND DISTRIBUTORS. TM PARTICIPANTS,
MAKING CALLS ON THE MAJOR IMPORTER/WHOLESALERS
ACROSS THE COUNTRY, WILL DO MORE REAL BUSINESS THAN
IF THEY ARE CONFINED TO A BRIEF SHOW FORMAT. ANOTHER
ALTERNATIVE COULD BE IN STORE PROMOTION AT ONE OR
ANOTHER OF TWO LARGE SUPERMARKETS THAT WILL OPEN IN
EARLY 1979.

4. EMBASSY WILLING TO ATTEMPT MAKE ARRANGEMENTS
FOR IMPORTATION OF LIMITED QUANTITY OF SAMPLES (LESS
THAN 50KG PER PARTICIPANT FOR USE IN JIDDA) FOR
FOOD PRODUCTS TRADE MISSION.

5. PROPOSED TM DATES CLEARED BY DHAHRAN AND RIYADH.
WEST

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: LABELING, FOODS, EXHIBITS
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Draft Date: 02 jul 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: n/a
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Expiration:
Film Number: D780273-0774
Format: TEL
From: JIDDA
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1978/newtext/t197807102/aaaadhvf.tel
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Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 9252c06a-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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